

ABSTRACT OF THE DISCLOSURE

To provide an electronic coupon issuing system and method which eliminates the procedure of printing out a coupon, eliminates the bothersome task of taking the coupon to the pertinent store, and can be used easily and conveniently. An electronic coupon issuing system configured so as to enable a coupon reception counter to use an issued electronic coupon via any kind of coupon reception means, the electronic coupon issuing system comprising: an electronic coupon server having an electronic coupon generation approval registration means for registering information regarding approval of generation of the coupon; an electronic coupon acquisition registration means for registering acquisition of the electronic coupon in association with ID information of an electronic coupon usage medium that is presented when the electronic coupon is used; and an electronic coupon search means for receiving the ID information of the electronic coupon usage medium and searching for an electronic coupons that is useable in connection with the ID information; and an electronic coupon reception terminal for receiving the electronic coupon usage medium and verifying with the electronic coupon search means of the electronic coupon server whether an electronic coupon exists while at the same time approving the use of useable coupons; wherein the electronic coupon acquisition registration means of the electronic coupon server receives a request for acquisition of an electronic coupon from an electronic coupon

registration terminal and registers electronic coupon acquisition information in such a way that the electronic coupon acquisition information is associated with the ID information of the electronic coupon usage medium; and the electronic coupon search means receives the ID information of the electronic coupon medium and information regarding the usage objective which have been sent from the electronic coupon reception terminal; performs searches to determine whether or not an electronic coupon useable for the ID information and for the usage objective exists; and sends results from the search to the electronic coupon reception terminal.